

This listing of claims will replace all prior versions,  
and listings, of claims in the application:

1 Claim 1 (currently amended): A method for generating information  
2 for an online advertisement, the method comprising:

3 a) generating a search result using a search query and an  
4 index of advertiser Web page information; and

5 b) determining at least one of (A) landing page  
6 information and (B) ad creative information using the  
7 search result;

8 c) generating an ad using the determined at least one of a  
9 landing page information and ad creative information; and

10 d) generating a search result page including

11 i) at least one search result corresponding to the  
12 search query, and

13 ii) the generated ad,

14 wherein the generated ad is maintained as distinct from the  
15 at least one search result on the search result page.

1 Claim 2 (original): The method of claim 1 wherein the ad  
2 creative information is determined using information excerpted  
3 from an advertiser Web page.

1 Claim 3 (original): The method of claim 1 wherein the ad  
2 creative information is determined using a text snippet of the  
3 search result.

1 Claim 4 (currently amended): The method of claim 1 wherein the  
2 ad creative information includes information excerpted from an  
3 advertiser Web page.

1 Claim 5 (original): The method of claim 1 wherein the landing  
2 page information is a URL included in the search result.

Claim 6 (canceled)

1 Claim 7 (withdrawn): A method for generating information for an  
2 online advertisement, the method comprising:  
3 a) accepting a list of products or services;  
4 b) accepting one or more advertiser Web pages; and  
5 c) determining at least one of (A) landing page  
6 information, (B) serving constraint information, and (C) ad  
7 creative information, using the accepted list and the  
8 accepted one or more advertiser Web pages.

1 Claim 8 (withdrawn): The method of claim 7 wherein the landing  
2 page information is a link to one of the advertiser Web pages  
3 that includes one of the products or services on the list.

1 Claim 9 (withdrawn): The method of claim 7 wherein the serving  
2 constraint information includes a product or service name of one  
3 of the products or services on the list that was found on one of  
4 the advertiser Web pages.

1 Claim 10 (withdrawn): The method of claim 7 wherein the ad  
2 creative includes a product or service name of one of the  
3 products or services on the list that was found on one of the  
4 advertiser Web pages.

1 Claim 11 (withdrawn): The method of claim 7 wherein the landing  
2 page information is a link to one of the advertiser Web pages  
3 that includes one of the products or services on the list, and

4 wherein the serving constraint information includes a  
5 product or service name of the one of the products or services  
6 on the list that was found on the one of the advertiser Web  
7 pages.

1 Claim 12 (withdrawn): The method of claim 7 wherein the landing  
2 page information is a link to one of the advertiser Web pages  
3 that includes one of the products or services on the list, and  
4 wherein the ad creative includes a product or service name  
5 of the one of the products or services on the list that was  
6 found on one of the advertiser Web pages.

1 Claim 13 (withdrawn): The method of claim 7 wherein the serving  
2 constraint information includes a product or service name of one  
3 of the products or services on the list that was found on one of  
4 the advertiser Web pages, and  
5 wherein the ad creative includes the product or service  
6 name.

1 Claim 14 (withdrawn): The method of claim 7 wherein the landing  
2 page information is a link to one of the advertiser Web pages  
3 that includes one of the products or services on the list,  
4 wherein the ad creative includes a product or service name  
5 of the one of the products or services on the list that was  
6 found on one of the advertiser Web pages, and  
7 wherein the serving constraint information includes the  
8 product or service name.

1 Claim 15 (withdrawn): A method for generating information for  
2 an online advertisement, the method comprising:  
3 a) accepting Web content including a URL and a product or  
4 service name;

5           b) extracting information from the accepted Web content;  
6           and  
7           c) determining at least one of (A) landing page  
8           information, (B) serving constraint information, and (C) ad  
9           creative information, using the extracted information.

1   Claim 16 (withdrawn): The method of claim 15 wherein extracted  
2   information includes the URL included in the accepted Web  
3   content, and  
4           wherein the landing page information includes the URL.

1   Claim 17 (withdrawn): The method of claim 15 wherein the  
2   extracted information includes the product or service name  
3   included in the accepted Web content, and  
4           wherein the serving constraint information includes the  
5   product or service name.

1   Claim 18 (withdrawn): The method of claim 15 wherein the  
2   extracted information includes the product or service name  
3   included in the accepted Web content, and  
4           wherein the ad creative information includes the product or  
5   service name.

1   Claim 19 (withdrawn): The method of claim 15 wherein the Web  
2   content is non-advertisement information.

1   Claim 20 (withdrawn): The method of claim 15 wherein the Web  
2   content is a discussion group Web page.

1   Claim 21 (withdrawn): A method for generating information for  
2   an online advertisement, the method comprising:

- 3 a) accepting information from an existing online ad and  
4 information from a Web page with which the existing online  
5 ad was served;  
6 b) determining serving constraint information using the  
7 accepted information from the Web page; and  
8 c) determining at least one of (A) landing page  
9 information, and (B) ad creative information using the  
10 accepted information from the existing online ad.

1 Claim 22 (withdrawn): The method of claim 21 wherein the  
2 serving constraint information includes concepts extracted from  
3 the Web page information.

1 Claim 23 (withdrawn): The method of claim 21 wherein the  
2 serving constraint information includes relevance information  
3 determined from the Web page information.

1 Claim 24 (withdrawn): A method for generating information for  
2 an online advertisement, the method comprising:  
3 a) accepting an offline advertisement;  
4 b) converting the accepted offline advertisement to an  
5 electronic form including text; and  
6 c) determining at least one of (A) landing page  
7 information, (B) serving constraint information, and (C) ad  
8 creative information, using the text included in the  
9 electronic form of the offline advertisement.

1 Claim 25 (withdrawn): A method for generating information for  
2 an online advertisement, the method comprising:  
3 a) accepting an offline advertisement;  
4 b) converting the accepted offline advertisement to an  
5 electronic form including text;

- 6 c) extracting a document identifier from the text included
- 7 in the electronic form of the offline advertisement;
- 8 d) accepting a list of products or services;
- 9 e) accepting one or more advertiser Web pages using the
- 10 ~~extracted document identifier; and~~
- 11 f) determining at least one of (A) landing page
- 12 information, (B) serving constraint information, and (C) ad
- 13 creative information, using the accepted list and the
- 14 accepted one or more advertiser Web pages.

1 Claim 26 (withdrawn): The method of claim 25 wherein the  
2 landing page information is a link to one of the advertiser Web  
3 pages that includes one of the products or services on the list.

1 Claim 27 (withdrawn): The method of claim 25 wherein the  
2 serving constraint information includes a product or service  
3 name of one of the products or services on the list that was  
4 found on one of the advertiser Web pages.

1 Claim 28 (withdrawn): The method of claim 25 wherein the ad  
2 creative includes a product or service name of one of the  
3 products or services on the list that was found on one of the  
4 advertiser Web pages.

1 Claim 29 (currently amended): Apparatus for generating  
2 information for an online advertisement, the apparatus  
3 comprising:

- 4 a) means for generating a search result using a search
- 5 query and an index of advertiser Web page information; and
- 6 b) means for determining at least one of (A) landing page
- 7 information and (B) ad creative information using the
- 8 search result;

9        c) means for generating an ad using the determined at  
10        least one of a landing page information and ad creative  
11        information; and  
12        d) means for generating a search result page including  
13        i) at least one search result corresponding to the  
14        search query, and  
15        ii) the generated ad,  
16        wherein the generated ad is maintained as distinct from the  
17        at least one search result on the search result page.

1    Claim 30 (original): The apparatus of claim 29 wherein the ad  
2    creative information is determined using information excerpted  
3    from an advertiser Web page.

1    Claim 31 (original): The apparatus of claim 29 wherein the ad  
2    creative information is determined using a text snippet of the  
3    search result.

1    Claim 32 (currently amended): The apparatus of claim 29 wherein  
2    the ad creative information includes information excerpted from  
3    an advertiser Web page.

1    Claim 33 (original): The apparatus of claim 29 wherein the  
2    landing page information is a URL included in the search result.

Claim 34 (canceled)

1    Claim 35 (withdrawn): Apparatus for generating information for  
2    an online advertisement, the apparatus comprising:

3        a) an input for accepting  
4            i) a list of products or services, and  
5            ii) one or more advertiser Web pages; and

6           b) means for determining at least one of (A) landing page  
7           information, (B) serving constraint information, and (C) ad  
8           creative information, using the accepted list and the  
9           accepted one or more advertiser Web pages.

1   Claim 36 (withdrawn): The apparatus of claim 35 wherein the  
2   landing page information is a link to one of the advertiser Web  
3   pages that includes one of the products or services on the list.

1   Claim 37 (withdrawn): The apparatus of claim 35 wherein the  
2   serving constraint information includes a product or service  
3   name of one of the products or services on the list that was  
4   found on one of the advertiser Web pages.

1   Claim 38 (withdrawn): The apparatus of claim 35 wherein the ad  
2   creative includes a product or service name of one of the  
3   products or services on the list that was found on one of the  
4   advertiser Web pages.

1   Claim 39 (withdrawn): The apparatus of claim 35 wherein the  
2   landing page information is a link to one of the advertiser Web  
3   pages that includes one of the products or services on the list,  
4   and  
5           wherein the serving constraint information includes a  
6   product or service name of the one of the products or services  
7   on the list that was found on the one of the advertiser Web  
8   pages.

1   Claim 40 (withdrawn): The apparatus of claim 35 wherein the  
2   landing page information is a link to one of the advertiser Web  
3   pages that includes one of the products or services on the list,  
4   and



5 wherein the ad creative includes a product or service name  
6 of the one of the products or services on the list that was  
7 found on one of the advertiser Web pages.

1 Claim 41 (withdrawn): The apparatus of claim 35 wherein the  
2 serving constraint information includes a product or service  
3 name of one of the products or services on the list that was  
4 found on one of the advertiser Web pages, and  
5 wherein the ad creative includes the product or service  
6 name.

1 Claim 42 (withdrawn): The apparatus of claim 35 wherein the  
2 landing page information is a link to one of the advertiser Web  
3 pages that includes one of the products or services on the list,  
4 wherein the ad creative includes a product or service name  
5 of the one of the products or services on the list that was  
6 found on one of the advertiser Web pages, and  
7 wherein the serving constraint information includes the  
8 product or service name.

1 Claim 43 (withdrawn): Apparatus for generating information for  
2 an online advertisement, the apparatus comprising:  
3 a) an input for accepting Web content including a URL and  
4 a product or service name;  
5 b) means for extracting information from the accepted Web  
6 content; and  
7 c) means for determining at least one of (A) landing page  
8 information, (B) serving constraint information, and (C) ad  
9 creative information, using the extracted information.

1 Claim 44 (withdrawn): The apparatus of claim 43 wherein  
2 extracted information includes the URL included in the accepted  
3 Web content, and  
4 wherein the landing page information includes the URL.

1 Claim 45 (withdrawn): The apparatus of claim 43 wherein the  
2 extracted information includes the product or service name  
3 included in the accepted Web content, and  
4 wherein the serving constraint information includes the  
5 product or service name.

1 Claim 46 (withdrawn): The apparatus of claim 43 wherein the  
2 extracted information includes the product or service name  
3 included in the accepted Web content, and  
4 wherein the ad creative information includes the product or  
5 service name.

1 Claim 47 (withdrawn): The apparatus of claim 43 wherein the Web  
2 content is non-advertisement information.

1 Claim 48 (withdrawn): The apparatus of claim 43 wherein the Web  
2 content is a discussion group Web page.

1 Claim 49 (withdrawn): Apparatus for generating information for  
2 an online advertisement, the apparatus comprising:  
3 a) an input for accepting information from an existing  
4 online ad and information from a Web page with which the  
5 existing online ad was served;  
6 b) means for determining serving constraint information  
7 using the accepted information from the Web page; and

8 c) means for determining at least one of (A) landing page  
9 information, and (B) ad creative information using the  
10 accepted information from the existing online ad.

1 Claim 50 (withdrawn): The apparatus of claim 49 wherein the  
2 serving constraint information includes concepts extracted from  
3 the Web page information.

1 Claim 51 (withdrawn): The apparatus of claim 49 wherein the  
2 serving constraint information includes relevance information  
3 determined from the Web page information.

1 Claim 52 (withdrawn): Apparatus for generating information for  
2 an online advertisement, the apparatus comprising:  
3 a) an input for accepting an offline advertisement;  
4 b) means for converting the accepted offline advertisement  
5 to an electronic form including text; and  
6 c) means for determining at least one of (A) landing page  
7 information, (B) serving constraint information, and (C) ad  
8 creative information, using the text included in the  
9 electronic form of the offline advertisement.

1 Claim 53 (withdrawn): Apparatus for generating information for  
2 an online advertisement, the apparatus comprising:  
3 a) an input for accepting  
4 i) an offline advertisement, and  
5 ii) a list of products or services;  
6 b) means for converting the accepted offline advertisement  
7 to an electronic form including text;  
8 c) means for extracting a document identifier from the  
9 text included in the electronic form of the offline  
10 advertisement, wherein the input further accepts one or

11 more advertiser Web pages using the extracted document  
12 identifier; and  
13 d) means for determining at least one of (A) landing page  
14 information, (B) serving constraint information, and (C) ad  
15 creative information, using the accepted list and the  
16 accepted one or more advertiser Web pages.

1 Claim 54 (withdrawn): The apparatus of claim 53 wherein the  
2 landing page information is a link to one of the advertiser Web  
3 pages that includes one of the products or services on the list.

1 Claim 55 (withdrawn): The apparatus of claim 53 wherein the  
2 serving constraint information includes a product or service  
3 name of one of the products or services on the list that was  
4 found on one of the advertiser Web pages.

1 Claim 56 (withdrawn): The apparatus of claim 53 wherein the ad  
2 creative includes a product or service name of one of the  
3 products or services on the list that was found on one of the  
4 advertiser Web pages.